

## Atlantic City To Get Advance Visit From New \$50 Bill

### ***Gaming and banking industry employees to learn about enhanced security features that make new \$50 bill safer, smarter and more secure***

**Washington, D.C.– June 28, 2004** – The Treasury’s Bureau of Engraving and Printing, the Federal Reserve and the U.S Secret Service will introduce Atlantic City cash-handlers to the security features of the newly redesigned \$50 note being issued this fall. The hands-on educational seminar will prepare gaming and banking industry employees for the new look and feel of the note through an in-depth tutorial, speaker sessions and visual demonstrations.

The educational session, hosted by the Borgata Hotel Casino and Spa in Atlantic City, NJ, will provide an opportunity for cash-handlers and security employees from the gaming and banking communities to get a first-hand look at the security features of the new \$50 note which are being introduced to stay ahead of technologies that aid would-be counterfeiters. Government officials will be on-site to answer attendee questions about the new note and its updated security features—including a watermark, security thread and color-shifting ink.

John Walsh, crime-fighting advocate and host of the *America’s Most Wanted* television program, will join government officials in support of their efforts to educate the public on how to protect themselves from counterfeiters. While at the tutorial, Walsh will also tape a special counterfeiting segment for *America’s Most Wanted* that will air Saturday, July 17 on the Fox network.

With nearly \$700 billion in circulation worldwide, educating people who deal with large cash flows—like casinos and banks—is crucial to counterfeit deterrence. In 2003, an about \$7 billion was changed into chips at table games in Atlantic City casinos, and nearly \$41 billion was played in slot machines. Current estimates put the level of counterfeit \$50 notes in circulation worldwide at less than 1 note in every 25,000 genuine \$50 notes in circulation. Educating the public about the new security features of the bill ensures the government is doing its part to help Americans protect their hard-earned money.

**Who:** **Thomas A. Ferguson**, Director, Bureau of Engraving and Printing  
**John Walsh**, Host, *America’s Most Wanted*  
**William Stone**, First Vice President, Federal Reserve Bank  
**Milissa Tadeo**, Senior Vice President, Federal Reserve Bank  
**James Borasi**, Special Agent in Charge, U.S. Secret Service Philadelphia Field Office

**When:** **Tuesday, July 13, 2004**  
 These events will be open to the press:

**8:30 a.m.** Press set-up begins  
**10:00 a.m. – 11:00 a.m.** Main Event: Seminar  
**11:00 a.m. – 12:00 p.m.** Spokespeople from the Federal Reserve, the Bureau of Engraving and Printing, the U.S. Secret Service and the Borgata Hotel Casino and Spa will be available for press Q & A and one-on-one interviews.  
**12:00 p.m. – 12:30 p.m.** Media tour of casino

**Where:** The Borgata Hotel Casino and Spa’s Music Box Theater  
 One Borgata Way  
 Atlantic City, NJ 08401

**RSVP:** All attending press must call 202-530-4887 by **5:00 p.m. Eastern, July 9, 2004.**

**Interviews:** One-on-one media interviews can be scheduled in advance by calling 202-530-4887.

**Materials:** *The New Color of Money* press kit can be accessed at “Media Center” at the [www.moneyfactory.com/newmoney](http://www.moneyfactory.com/newmoney) website or by calling 202-530-4887. General B-roll for *The New Color of Money* can be obtained by calling 202-530-4887.

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